

WHAT IS CLAIMED IS:

- 1 1. A merchandising system for presenting and storing articles
2 comprising:
3 a base having a front and a back, the base being configured to
4 support the articles and defining a first space for containing the articles;
5 an assembly coupled to the base for advancing the articles
6 toward the front of the base;
7 wherein the assembly comprises a member configured to extend
8 beyond the base to create a second space for containing the articles in
9 addition to the first space.
- 1 2. The merchandising system of Claim 1 wherein the member is
2 configured to extend beyond the back of the base.
- 1 3. The merchandising system of Claim 2 wherein the shape of the
2 member causes at least a portion of the member to extend beyond the back
3 of the base.
- 1 4. The merchandising system of Claim 3 wherein the member is
2 curved.
- 1 5. The merchandising system of Claim 4 wherein the member is
2 integrally formed as one piece.
- 1 6. The merchandising system of Claim 3 wherein the member
2 comprises a generally vertical portion and a generally horizontal portion.
- 1 7. The merchandising system of Claim 3 wherein the member
2 comprises multiple elements.

1 8. The merchandising system of Claim 2 wherein the member
2 moves along the base to extend beyond the back of the base.

1 9. The merchandising system of Claim 8 wherein the member is
2 slidably engaged with the base.

1 10. The merchandising system of Claim 9 wherein the member is
2 configured to move along a defined path on the base.

1 11. The merchandising system of Claim 8 wherein the assembly for
2 advancing the articles further comprises a biasing mechanism that provides a
3 biasing force to the member.

1 12. The merchandising system of Claim 11 wherein the biasing
2 force causes the member to advance the articles toward the front of the
3 base.

1 13. The merchandising system of Claim 2 wherein the base has a
2 beveled surface near the back for allowing the articles to advance smoothly.

1 14. The merchandising system of Claim 2 wherein at least a portion
2 of a back surface of the base is angled upward for allowing the articles to
3 advance smoothly.

1 15. The merchandising system of Claim 2 wherein at least a portion
2 of the base is curved to allow the articles to advance smoothly.

1 16. The merchandising system of Claim 2 wherein the system is
2 configured for use with a smaller sized shelving system and a larger sized
3 shelving system without limiting the increased storage potential of the larger
4 sized shelving system.

1 17. The merchandising system of Claim 2 wherein the system has
2 an expandable width to provide additional storage space.

1 18. The merchandising system of Claim 2 wherein the base
2 comprises one or more side elements and a front element for retaining
3 articles.

1 19. The merchandising system of Claim 18 wherein the base does
2 not include a back wall.

1 20. The merchandising system of Claim 2 wherein the system is
2 capable of selective size adjustments.

1 21. The merchandising system of Claim 1 wherein the system is
2 configured to maintain articles in a substantially vertical orientation.

1 22. The merchandising system of Claim 1 further comprising a panel
2 for displaying article information.

1 23. The merchandising system of Claim 1 wherein the second space
2 is storage space for the articles.

- 1 24. A merchandising system for presenting and storing articles
2 comprising:
3 a support assembly having a front and a back, the support
4 assembly being configured to support the articles in a substantially vertical
5 orientation; and
6 a member movably engaged with the support assembly and
7 configured to extend beyond the back of the base such that the system may
8 be used with a smaller sized shelving system and a larger sized shelving
9 system without limiting the increased storage potential of the larger sized
10 shelving system.
- 1 25. The merchandising system of Claim 24 wherein the support
2 assembly defines a first space for containing the articles.
- 1 26. The merchandising system of Claim 25 wherein the member is
2 configured to extend beyond the back of the base to create a second space
3 for containing the articles in addition to the first space.
- 1 27. The merchandising system of Claim 26 wherein the shape of
2 the member causes at least a portion of the member to extend beyond the
3 back of the base.
- 1 28. The merchandising system of Claim 27 wherein the member is
2 at least partially curved.
- 1 29. The merchandising system of Claim 27 wherein the member is
2 generally not curved.

1 30. The merchandising system of Claim 27 wherein the member is
2 integrally formed as one piece.

1 31. The merchandising system of Claim 26 wherein the member
2 moves along the base to extend beyond the back of the base.

1 32. The merchandising system of Claim 31 further comprising a
2 mechanism for advancing the articles toward the front end of the support
3 assembly.

1 33. The merchandising system of Claim 32 wherein the mechanism
2 provides a biasing force to the member.

1 34. The merchandising system of Claim 33 wherein the biasing
2 force causes the member to advance the articles toward the front end of the
3 base.

1 35. The merchandising system of Claim 34 wherein the member
2 advances along a defined path.

1 36. The merchandising system of Claim 24 wherein the member is
2 capable of retaining one or more articles beyond the back of the base.

1 37. The merchandising system of Claim 24 wherein the system has
2 an expandable width for additional storage space.

1 38. A merchandising system for storing and presenting products on
2 a shelf or display case, the products provided in product cases, the
3 merchandising system comprising:
4 means for supporting the products;
5 means for advancing the products along a predefined path; and
6 means for retaining one or more of the products beyond a back
7 portion of the means for supporting the products.

1 39. A merchandising system for dispensing products comprising:
2 a base; and
3 a pusher for providing a force on the products;
4 wherein the pusher comprises a member capable of extending
5 beyond a back of the base such that one or more of the products may be
6 retained by the system beyond the back of the base.

1 40. The merchandising system of Claim 25 wherein the system may
2 be used interchangeably with different sized shelving display systems
3 without limiting an increased storage potential of a larger shelving display
4 system by providing an adjustable storage space.

1 41. The merchandising system of Claim 32 wherein the system has
2 an expandable width for additional storage.